

**SURVEY OF BUSINESS LICENSES IN BERKELEY'S DOWNTOWN**

Prepared for the Committee on the Downtown  
by Bruce Griesenbeck

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CHAPTER 10

1. The first part of the chapter discusses the importance of the

the role of the government in the economy.

2. The second part of the chapter discusses the importance of the

the role of the government in the economy.

3. The third part of the chapter discusses the importance of the

the role of the government in the economy.

4. The fourth part of the chapter discusses the importance of the

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5. The fifth part of the chapter discusses the importance of the

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6. The sixth part of the chapter discusses the importance of the

the role of the government in the economy.

## INTRODUCTION

The main purpose of this report is to describe the Central Business District (CBD) in terms of the kinds of businesses which are there now, and to suggest how the CBD relates to the city as a whole and to other business districts in the city. The central issues which will be addressed throughout the report are what function the CBD serves in Berkeley and what conditions make the downtown a unique and valuable district.

The report will be divided into three main sections. The first is a comparison of Berkeley and four other cities in the East Bay: Oakland, El Cerrito, Richmond, and Walnut Creek. The comparison will be made using information from the State Board of Equalization's quarterly reports on taxable sales. This comparison is intended to give some idea to the reader of where Berkeley stands in relation to other communities in the region. Since the comparison will be made using taxable sales reports, it is limited only to businesses which pay sale taxes, which are a small but important part of any city's economy. Businesses which do not pay sales taxes (like factories, wholesalers, services, public utilities, banks, etc.) are not included in this comparison. The reports on taxable sales, though, are an accurate, current source of information on retail trade, and are the only feasible base for doing inter-city comparisons for this report.

The second section, and by far the most substantive and important as far as the CBD is concerned, is an analysis of businesses in Berkeley. The data for this analysis came from a



survey of business licenses maintained by Berkeley's Finance Department. The survey includes information on business type, numbers of licenses issued, amounts of business taxes paid, and gross receipts for almost all businesses in Berkeley. In this regard, it is far superior to the taxable sales reports used in the inter-city comparison, since it includes many businesses which are not included in the state reports. The main problem in accessing this information is its great detail. For example, over 450 types of businesses and more than 11,000 actual licenses are listed in the survey. For this reason, the businesses were sorted into seventeen categories, and data for each category was totaled accordingly. A presentation and discussion of the most salient features of this effort are presented in the second section.

The third part of the report is an appendix including all supporting information for the above mentioned sections. It includes graphs, charts, tables, and a set of formal definitions of the business categories used in the second section. All graphs are referenced in the text by page number.

## INTER-CITY COMPARISON

Data from the State Board of Equalizations reports on taxable sales for the five comparison cities are presented on two graphs. The first table gives a breakdown of total retail sales by type of business (page 23 and 26). The second graph shows the

percent of total county sales versus the percent of total county population represented by each of the comparison cities (page 25). From these two tables, some useful conclusions can be drawn. One striking thing is that Walnut Creek, with roughly half Berkeley's population (57,300 as opposed to 106,500 for Berkeley), equals it in gross retail sales. Retail sales is only one small part of the total economy of a city, though. Berkeley differs from Walnut Creek in that much of its economy is made up of wholesale, industrial, commercial and service industries which do not appear on the graphs. Walnut Creek is a regional retail center for Contra Costa county, whereas Berkeley competes more with Richmond and El Cerrito for these markets. Still, the fact is that Berkeley accounts for 9% of Alameda county's population, but only 7% of its retail sales. The primary conclusion to be drawn from this is that people from Berkely are going elsewhere to buy. There is not enough information in this study to further substantiate this claim, but the fact that Richmond accounts for 12% of county sales with only 11% of its population and that Walnut Creek makes up 14% of Contra Costa county's retail sales with only 8% of its population suggests that other communities either in- or out- side the county are drawing the regional retail market more effectively than Berkeley.

Further light is shed on this issue by examining individual retail sales categories. One which is especially important to the CBD in Berkeley is General Merchandise, which is composed of department and variety stores. It is an important category in the CBD because large department stores often serve as anchors for other retail stores by drawing customers to the district from



both in- and out- side of the city. Abe Copperman stressed the importance of the General Merchandise stores to the overall strength of the CBD in his retail sales report of 1968, and found Berkeley's General Merchandise stores to be "actually losing its regional market share" to other communities.

This statement still holds true today. While Berkeley is not unusually weak in overall retail sales when compared to other cities except, as noted above, for Walnut Creek, which is extremely strong in overall retail sales (see graph of per capita retail sales, page 24), its share of General Merchandise sales is very slight. For example, while General Merchandise makes up 5% of overall sales in Oakland, 9% in Walnut Creek, 15% in Richmond, and 21% in El Cerrito, it only accounts for 2% in Berkeley. In fact, of the five cities in the comparison, Berkeley has the lowest absolute volume of General Merchandise sales even though it ranks second in population. Berkeley's General Merchandise sales are less than half of El Cerrito's, roughly one-seventh of Richmond's, one-fifth of Walnut Creek's, and one-tenth of Oakland's (see page 24). Given that the bulk of General Merchandise business in Berkeley takes place in the CBD, these statistics reflect poorly on the overall strength of the retail market in the downtown.

It must be kept in mind that retail sales are only one aspect of any city's economy. Many types of businesses and millions of dollars in transactions are not included in the State Board of Equalization's reports used in the comparison above. In order to make any conclusions about Berkeley's economy as a whole, information on all aspects of its economy must be reviewed. For

this task, the survey of business licenses described in the introduction is very useful. Unfortunately, similar information is not available for other cities in the region. The survey of business licenses, though, still is a very good base of information for looking at Berkeley.

### **SURVEY OF BUSINESS LICENSES IN BERKELEY**

Presenting as much information as will be discussed below is problematic in a brief report. The reader should be aware of several considerations in reviewing this report. First, the main comparisons made are those between Berkeley as a whole, that is, all the businesses in the city, and the CBD as a specific district in the city. While reading, it is important to keep this in mind, and to know which figures are being quoted. Secondly, the graphs and tables from which the specific figures are quoted in the text list a huge amount of information. It is helpful to look at the graphs and tables in Appendix C (pages 27 to 34) before launching into the discussion in order to have an idea of where on a particular graph or table a specific figure can be found and where further information can be located. This consideration is especially salient because only a fraction of the information included in the graphs, etc., is cited in the text. Additionally, the relations between the categories of businesses are often better communicated visually (as in a pie



chart or bar graph) than in a lengthy discussion.

It is also essential to understand the terms being used in the discussion. In all cases, the word "category" refers to a grouping of businesses which are functionally similar. Formal definitions of the categories are listed in Appendix A. "Business types" are the specific businesses within each category. These are determined by the Finance Department according to the U.S. Commerce Departments Standard Industrial Classification Manual (SIC). Each business applying for a license in Berkeley is assigned an SIC code number, which was the main source of information used to assign businesses to the various categories. "Gross receipts" (GR) refers to all receipts disclosed by businesses to the Finance Department for the purpose of calculating business tax payments to the city. "Tax and License Revenues" (TLR) refer to business taxes and license fees paid to the city. "Business Licenses" (BL) are just that; on the survey numbers of BL are are listed for each SIC code. For a particular business type, there may be several licenses issued. When this is the case, cumulative figures were listed for all the licenses of that type. "District" refers to a specific business area within the city. Formal definitions of each district are listed in Appendix A. Two districts, "Rest of Berkeley" and "Various", are residual districts. Rest of Berkeley includes all parts of Berkeley not included in the defined districts, and Various includes all businesses which are licensed in Berkeley without a specific adress.

In Berkeley as a whole, the largest business category in terms of GR, absolute number of BL, and TLR paid to the city is



Residential. The receipts for businesses in this category are mainly rent. Within the category, the largest type of business is operators of apartment buildings (buildings of more than five units). This business type accounted for 79% of the categories GR (\$235,687,000), 22% of the TLR (\$121,000), and 26% of the BL (718). The second largest type is operators of commercial/residential properties, which account for 16% of the gross receipts (\$46,991,000), 67% of the tax and license revenues (\$360,000), and 67% of the licenses (1893). A typical business in this category would be a building which has a storefront or office on the ground floor and one or more residential units on the upper floors. The reason that commercial/residential property owners pay such a large share of taxes while making only a small part of the gross receipts is that the tax rates for commercial properties is higher than that for residential properties alone.

Manufacturing is the second largest category in Berkeley in terms of gross receipts (\$220,797,000), sixth in tax and license revenues (\$203,000) and seventh in number of licenses (487). Additionally, this category is the most varied in terms of the absolute number of SIC codes (about 150). The size of this category and its variety indicates some of its importance to Berkeley's economy. It is also interesting to note that neither Residential nor Manufacturing businesses appear on the taxable sales reports referred to above in the comparison of Berkeley to Walnut Creek, providing a possible explanation for the discrepancy between the two in terms of retail sales. Information on Residential and Manufacturing is not available for Walnut

Creek, but one would guess that Berkeley would have more of this type of business.

Perhaps the most striking thing about the CBD in this context is that Residential and Manufacturing are trivial categories in terms of gross receipts, tax and license revenues, and number of business licenses. While Residential and Manufacturing together account for 30% of GR, 30% of the TLR and 29% of the BL in Berkeley as a whole, they account for only 2% of GR (\$5,230,000), 10% of TLR (\$36,000), and 8% of BL (51) in the downtown. The top two categories in GR in the CBD are Other and Business Services, which in turn are far less significant in Berkeley's economy as a whole.

The Other category includes public utilities, radio/TV stations, garbage disposal companies, schools, libraries, social services, museums, and professional and civic organizations, to name some of the major types. The Other category accounts for 31% of the GR (\$73,435,000), 18% of the TLR (\$62,000), and 4% of the BL (27) in the CBD. In actuality, the lion's share of the GR in this category is made up of one business--PG&E headquarters on Martin Luther King, Jr. Way and Center, which accounts for 92% of the GR and 93% of the TLR of the CBD's Other category. But this does not take away from the importance of the rest of the business types in this category of the CBD. For example, the CBD's Other category is the largest and most varied among all the districts in the study. With 27 separate BL, it has five times more businesses than the next nearest district. In all, 15 types of businesses are represented in this category--the next nearest district has only four. Given the makeup of Other as a civic and



public service oriented category, this makes the CBD in a very real sense the center for this type of activity in Berkeley. The importance of the CBD as a civic and public service center for Berkeley is demonstrated in this study, and is worthy of special consideration. A good example of the CBD's role as a civic center is the number of schools and educational institutions in it. With six, not including the high school or the university, the CBD stands apart as a center for education. Its proximity to BART means that a large number of the students who go to these school can commute easily from all over the Bay Area, and their presence in the district adds to the feeling of activity and excitement which pervades the downtown during the daytime. In looking at the statistics for this category for the downtown, this kind of consideration gives it added importance.

The Business Services category also sets the CBD apart from the city as a whole. This category accounts for 17% of the GR (\$39,829,000), 14% of the TLR (\$48,800), and 11% of the BL (74) in the CBD, as opposed to 6% (\$104,642,000) , 6% (\$148,700), and 8% (938), respectively, for Berkeley as a whole. Four main business types make up the majority of this category for the CBD. Business administrative and consulting services account for 29% (\$11,705,000) of the GR, 40% of the TLR (\$19,900) , and 32% of the BL (25); Misc. business services, 28% of GR (\$11,000), 13% of TLR (\$6,500), 11% of BL (8); research and development labs, 24% of GR(\$9,726,000), 25% of TLR(\$12,300), 3% of BL (2); computer programming firms, 10% of GR (\$4,113,000), 11% of TLR (\$5,100), and 16% of BL (12).

The Business Services category becomes all the more important

in the CBD if one also considers the categories which are also functionally associated with it in the tally. Misc. Real Estate, for example, is made up almost solely of operators of commercial properties, which cater to the needs for office space that business services need in the CBD. This category accounts for 3% of the GR (\$8,009,000), 15% of the TLR (\$51,500), and 13% of the BL (85) in the CBD. The same category accounts for 2% of GR (\$33,034,000), 10% of TLR (\$242,100), and 7% of BL (756) in Berkeley as a whole, indicating that it has a more slightly more significant position in the CBD than it does in the city as a whole.

While the functional link between the auto-related categories are not as clear as that of Misc. Real Estate, a significant amount of the Auto and Parking categories can be credited to auto uses related to Business Services and office workers in the CBD in general. In the CBD, Parking makes up only a minute portion on the GR, TLR, and BL. The CBD is far and away the largest district in this category in Berkeley, though. There are eight parking businesses licensed in the downtown; five are open lots, one a parking structure, and two are miscellaneous. The per license GR of this businesses is \$49,085, as compared to \$19,100 for the total Berkeley's parking businesses.

The Auto category in the CBD includes new and used car dealers (only one is in the newly-defined CBD), which makes up 43% of the GR (\$4,486,000), 21% of the TLR (\$1,900), and 6% of the BL (1); auto repair businesses are next, with 18% of the GR (\$1,870,000), 29% of the TLR (\$2500), and 41% of the BL (7); auto parts businesses are next with 12% of the GR (\$1,242,000), 12% of



the TLR (\$1000), and 18% of the BL (3); service stations, with 11% of the GR (\$1,183,000), 14% of the TLR (\$1,200), and 12% of the BL (2).

In contrast to the Business Services, Personal Services are those which are addressed to the individual's personal needs and wants. This category includes beauty and barber shops, repair shops, health care services, entertainment, and laundries, to name a few. This category ranks sixth in GR (\$11,369,000), seventh in TLR (\$27,700), and fourth in BL (81) in the CBD. It accounts for 16% of the GR, 10% of the TLR, and 12% of the BL, in the CBD, as opposed to 11%, 9% and 9% in Berkeley as a whole, indicating that there is a slight concentration on this type of business in the CBD. Per license GR also indicate that the average size of Personal Service Businesses in the downtown is significantly larger than in other districts in the city. The average in the CBD is \$140,360, while in Berkeley as a whole, it is \$109,600. In San Pablo/University district, for example, the average is only \$48,510, and in North Berkeley, \$64,700. The scale of these businesses in the downtown is larger.

Misc. Services is a category made up of services which are addressed to both businesses and individuals. These include construction companies of all kinds, landscape consultants, travel agents, insurance brokers, real estate agents, lawyers, architects and engineers, to name a few. In the CBD, this category accounts for 7% of the GR (\$16,120,000), 10% of the TLR (\$36,400), and 19% of the BL (132). The percentages for the city as a whole are almost identical--6%, 9%, and 20%, respectively. The bulk of these businesses are lawyers in the downtown. They

account for 47% of the GR (\$7,653,000), 43% of the TLR (\$15,500), and 54% of the BL (71). The next nearest business type is engineers and architects, which account for 16% of the GR (\$2,558,000), 19% of the TLR (\$6900), and 16% of the BL (21).

Another important business category in the CBD is Specialty Retail, which is the third largest category in GR in the district. It makes up 16% of GR (\$37,581,000), 10% of TLR (\$36,400), and 12% of BL (83). Despite the strength of this category of businesses in the downtown, it does not set the district apart from the rest of the city, where the percentages are almost identical. As with Personal Services, though, the scale of the Specialty Retail businesses in the downtown is significantly larger than for the rest of the city. The average GR per license in the CBD is \$453,000 as opposed to \$188,000 for the city as a whole. The only district with a larger per license average is San Pablo/University where it is \$457,000. This category does not include the three department stores in the CBD (Hink's, Penney's and Kress), which are in General Merchandise.

In General Merchandise, the CBD does stand apart. For the city as a whole, General Merchandise accounts for 1% each of GR, TLR, and BL. In the downtown it accounts for 4% of GR (\$10,108,000), 3% of TLR (\$9,300), and less than 1% of BL (5). Hink's and Penney's accounts for the majority of these percentages--77% of the GR figure, 79% of the TLR, and 40% of the BL. The remainder of the category is made up of variety stores (like Kress) and miscellaneous general merchandise businesses. It is interesting to note that the CBD's General Merchandise category accounts for more than half (53%) of the total Berkeley



GR for General Merchandise. If General Merchandise is counted in with Specialty Retail, which seems reasonable since the categories are complementary, retail businesses in the downtown are much more significant to Berkeley's total retail market.

Clothing retailers make up another category which could be seen as being an integral part of the retail market in the downtown. The CBD has a concentration of clothing retailers not found in Berkeley as a whole. In the CBD, Clothing makes up 3% of the GR (\$6,621,000), 2% of TLR (\$5800), and 4% of BL (27), while in Berkeley as a whole, it accounts for only 1% of each. In fact, Clothing stores in the downtown make up almost one-fourth of the Clothing GR for the entire city. The only district in which Clothing as a category is stronger is in San Pablo/University, where GR from Clothing are \$11,320,000, almost twice that of the downtown.

The Wholesale category is another which, like Manufacturing and Residential, is very important to Berkeley as a whole, but trivial to the downtown. It accounts for 8% of total Berkeley GR (\$131,330,000), 4% of TLR (\$96,500), and 4% of BL (427). In the CBD, it accounts for less than 1% of each (\$193,800, \$200, and 4, respectively).

The Financial category is a hard one to interpret, since as stated in the introduction, banks are not included in the figures for this category. As the category stands now, it is a very small one in Berkeley as a whole, making up significantly less than 1% of GR, TLR and BL. In the downtown, the category is far more important, accounting for 2% of the GR (\$4,612,000), 3% of the TLR (\$12,100), and 1% of the BL (10). Since many banks are

located in the CBD, one could only expect that this category would be far more important if data for them were available. The category as it stands now is made up largely of securities brokers and misc. consultants and brokers. These two business types account for virtually all of the GR and TLR, and 80% of the BL in the category for the downtown. It is also important to note that the CBD accounts for 66% of the total Berkeley GR for Financial, and 88% of the TLR as well. This fact, combined with the high concentration of banks in the CBD which do not appear in the survey, makes the CBD in a very real sense the financial center for Berkeley.

Bars and Restaurants in the downtown make up 5% of the GR (\$13,094,000) , 3% of the TLR (\$12,000) , and 9% of the BL (59) of the totals for the district. The percentages for total Berkeley are similar--5% for GR, 4% for TLR, and 3% for BL. One interesting thing about the downtown is that there are no businesses licensed as bars, meaning that for restaurants which do serve alcohol, the revenues for alcohol are significantly less than food revenues. One explanation for this is that many of the restaurants in the downtown cater to the lunch crowd--mainly those who work in the downtown--who are less likely to drink with their meals.

Given the minor position of the Residential category in the downtown, it is not surprising that Food and Beverage businesses are trivial to the district in terms of GR, TLR and BL. The percentages for these are 2% (\$3,760,000), less than 1% (\$1,700) and 2% (12) respectively. Grocery stores make up the majority of each. One interesting thing is that in Berkeley as a whole, Food



and Beverage retailers account for 7% of the GR (\$117,066,000), 2% of the TLR (\$59,700), and 2% of the BL (187), indicating that this category is far more important in Berkeley as a whole than it is in the CBD.

Finally, Hotel/Motel as a category is a minute fraction of the GR, TLR and BL for both total Berkeley and for the downtown. The category accounts for significantly less than 1% of each for the district totals.

#### SUMMATION OF SURVEY OF BUSINESS LICENSES

To get a more coherent idea of what the information presented above means, and what sort of image of the downtown emerges from it, it would be useful to do a category-by-category rundown of businesses there. The table on page 35 shows each category for the CBD expressed as a percentage of Berkeley's total for that category. (This is different than the pie charts on pages , which express the categories as percentages of the district total for all categories). Each percentage shows how much the CBD contributes to Berkeley as a whole for a specific category of businesses. These percentages are useful because they give a concrete idea of how important or unimportant the CBD's contribution to the city is for each business category.

Note, first of all, the figures at the top of page 35 which show the CBD total GR, TLR, and BL as percentages of Berkeley's total GR, TLR, and BL. These are the CBD's percentages for all

categories, and they tell us that the CBD accounts for 14% of Berkeley's GR, 14% of its TLR and 6% of its BL. A statistically average category in the downtown, then, would duplicate these percentages. A higher percentage for a category would indicate a concentration of that category in the downtown, and a lower percentage would indicate a paucity of businesses of that category.

Take for example the Other category; it accounts for 57% of the GR, 56% of the TLR, and 11% of the BL for Other businesses in the entire city. This is an amazing concentration of these businesses in the downtown--more than half of the GR and TLR for this category in the city comes from the CBD. Given the definition of the Other category as a public service and civic oriented one (see formal definitions, page 19, and discussion of this category, page 9), these figures show that the CBD is the civic and public service center of the city.

The Business Services category is another case in which business activity is clustered in the CBD. The downtown's Business Services make up 38% of the GR, 33% of the TLR, and 8% of the BL for this category in the city as a whole. The fact that more than a third of the GR and TLR are generated by just over one-tenth of the number of businesses (BL) testifies to the size of the businesses of this category in the CBD as well. A category which is complementary to Business Services is Misc. Real Estate, which is made up of operators of commercial properties (see formal category definition, page 19, and discussion of category, page 10), is also concentrated in the CBD, with 25% of the GR, 26% of the TLR, and 11% of the BL for

the entire city for this category coming from businesses located in the downtown. The Financial category (see definition, page 19 and discussion, page 14) is even more densely concentrated in the CBD with 66% of the city's GR, 88% of its TLR, and 40% of its BL attributed to the CBD. These categories attest to the CBD's role as business, commercial and financial center for the city.

Retail businesses are also clustered in the CBD. Three retail categories, Specialty Retail, Clothing, and General Merchandise, show unusual concentrations in the downtown. Specialty Retail businesses in the CBD account for 20% of the city's GR, 17% of its TLR, and 8% of its BL; Clothing, for 28% of its GR, 21% of its TLR, and 22% of its BL; General Merchandise for 53% of its GR and TLR and 17% of its BL. Given the numbers and variety of people who move through the CBD on any given day, it is not surprising that it would be a retail center for the city.

In contrast to the above business categories, several others show a marked sparsity in the CBD. For example, Residential businesses (see formal definition, page 19, and discussion, page 8), are almost non-existent there. The CBD's Residential category makes up only 1% of the city's GR for that category, 6% of the TLR, and 1% of the BL. Given that 17% of Berkeley's total GR come from this category citywide (see pie chart, page 31), the small proportion which comes from the CBD is even more striking. In view of the diminutive size of the Residential category in the CBD, it is not surprising that Food and Beverage (mainly grocery stores, see page 19 for definition and page 15 for



discussion of the category) is also disproportionately small in the district. Only 3% of the GR, 3% of the TLR, and 6% of the city's Food and Beverage category totals are attributable to the CBD.

Wholesale and Manufacturing businesses in the CBD also make negligible contributions to the city. Wholesale businesses are virtually non-existent (less than 1% of the GR, TLR and BL), and Manufacturing in the CBD accounts for 1% of the GR, less than 1% of the TLR, and 4% of the BL for this category in the city.

From these figures, the CBD emerges as a distinct business, financial, civic, and retail center for the city, and a decidedly non-residential, non-manufacturing, and non-wholesale one.

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## APPENDIX A

**RESIDENTIAL:** Firms primarily engaged in the provision and management of residential space for use in the study area. E.g. apartment buildings, residential hotels, and residential/commercial buildings.

**MANUFACTURING:** Firms engaged in the production or significant modification of goods. E.g. factories of all kinds, industrial printers, etc.

**SPECIALTY RETAIL:** Businesses engaged primarily in the sale of one particular product or line of products, and for which the good sold is the main element in the transaction (i.e., with no significant services associated with the sale of the good.) Does not include food, beverage, general merchandise, or clothing retailers, which are in separate categories. E.g. sporting goods, stationery, book. furniture, stereo retailers, etc.

**PERSONAL SERVICES:** Services whose primary customers are individuals, as opposed to businesses or institutions. E.g. healthcare, appliance repair, laundry, entertainment services, etc.

**AUTO-RELATED:** Businesses whose primary focus is on the sale, rental, maintenance, repair, or operation of automobiles. Does not include parking. E.g. new and used car dealers, repair shops, auto parts stores, gas stations, etc.

**WHOLESALE:** Businesses engaged in the wholesaling and distributing goods of any kind.

**OTHER:** Public, civic, non-profit private, educational or charitable institutions. Includes public utilities. E.g. schools, civic organizations, libraries, museums, social service organizations, etc.

**FOOD/BEVERAGE:** Businesses engaged in the sale of groceries or special types of foods or beverages on a retail basis. E.g. grocery stores, liquor stores, candy stores, bakeries, etc.

**MISCELLANEOUS SERVICES:** Services whose primary customers are both businesses and individuals, or services for which it is unclear which sector the service is directed at. E.g. construction firms of all kinds, legal services, accountants, real estate agents, travel agents, architects, etc.

**BUSINESS SERVICES:** Services whose primary customers are businesses rather than individuals. Services may include some concrete goods, but the primary unit sold is a service. E.g. management consulting services, business insurance agents, research and development labs, employment agencies, computer services.

**BARS/RESTAURANTS:** Businesses which prepare food or beverage and

sell them either on the premises or on a take-out basis.

MISCELLANEOUS REAL ESTATE: Operators of commercial and other non-residential properties. Does not include residential/commercial properties such as storefronts with residential units on the upper floors, which are in the residential category. E.g. office buildings and other commercial buildings and misc. properties such as airports and transportation terminals, etc.

CLOTHING: Retailers of clothing and other apparel and accessories. E.g. shoe stores, mens' and women's clothing outlets, shoe stores, etc.

GENERAL MERCHANDISE: Department stores and variety stores.

FINANCIAL: Firms engaged in the management of money and investments such as stocks, bonds, or commodities. Does not include banks of any kind, since they are exempt from local business taxes. E.g. brokers of all kinds and financial consultants.

HOTEL/MOTEL: Includes hotels, motels and boarding houses. Providers of primarily short-term living accommodations. Does not include residential hotels, which are in the residential category.

PARKING: Providers of parking spaces and services.



DISTRICT DEFINITIONS \* \*\*

\* "street name/street name" indicates that the district border lies at a midpoint between the two named streets

\*\* unless otherwise indicated, the address ranges are for both sides of the street

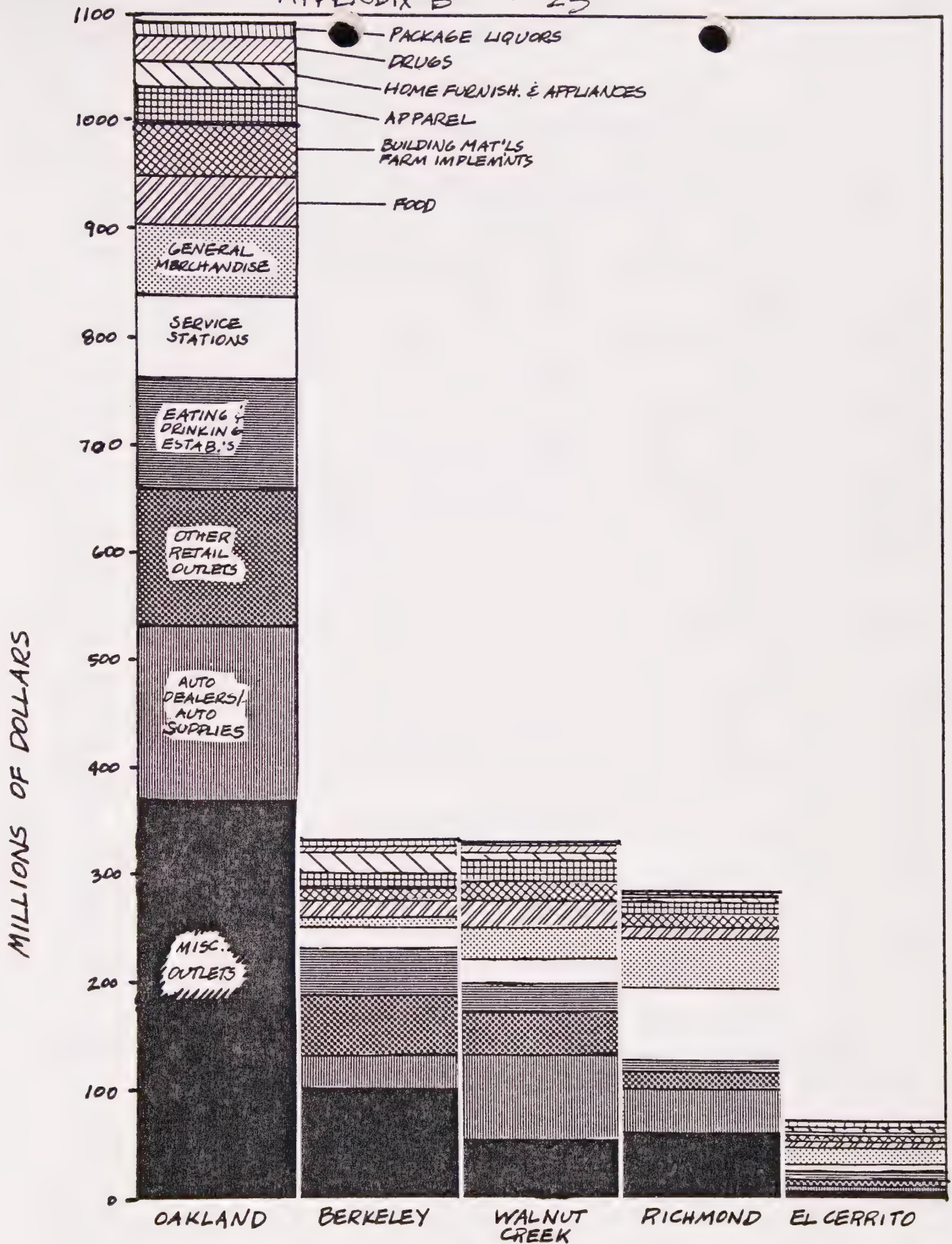
DISTRICT	STREET	ADDRESS RANGE	DESCRIPTION
CBD	Berkeley Way	2100-2198even	South side of st. from Shattuck to Oxford.
	University	1900-2199	MLK, Jr Way to Oxford
	Addison	1900-2199	MLK, Jr Way to Oxford
	Center	1901-2199	MLK, Jr Way to Oxford
	Allston	2000-2199	Milvia to Fulton
	Kittredge	2000-2199	Milvia to Fulton
	Bancroft	2001-2199odd	N. side of st, Milvia to Fulton
		2030-2198even	S. side of st, Milvia/ Shattuck to Fulton
	Durant	2037-2199odd	N. side of st, Milvia/ Shattuck to Fulton
	MLK, Jr.	2001-2111odd	E. side of st, Univ. to Center
	Milvia	2000-2199	Univ. to Allston
		2200-2299odd	E. side of st, Allston to Bancroft

# APPENDIX A

## -22-

Shattuck	1950-2349	Berk. Way to Durant
Shattuck Sq.	ALL	E. side of island from Univ. to Center
Berkeley Sq.	ALL	W. side of island from Univ. to Center
Walnut St.	1920-1999	Berk. Way to Univ.
Oxford St.	1950-2198even	W. side of st, Berk. Way to Allston
Fulton	2200-2299all 2300-2330even	Allston to Bancroft W. side of st, Bancroft to Durant

Remaining district definitions available on request



COMPARISON OF TAXABLE SALES  
IN BERKELEY AND SELECTED CITIES

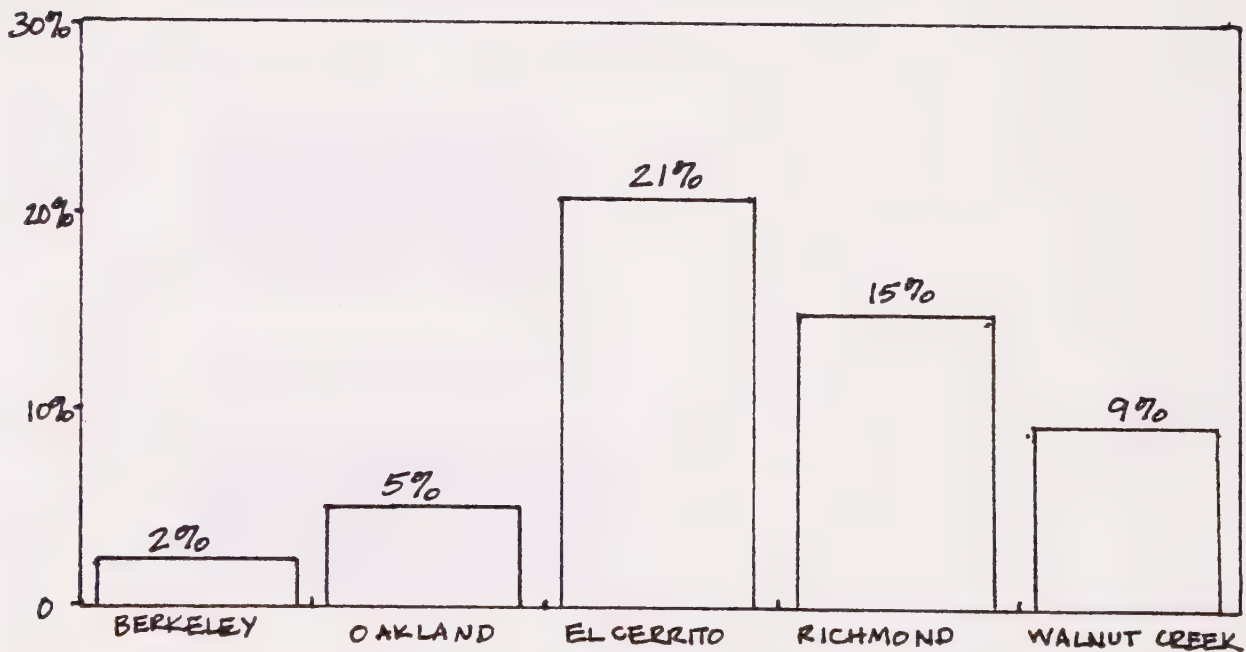




## Per capita retail sales (in dollars)

	TOTAL RETAIL SALES	GEN. MERCH. SALES
BERKELEY	3122	170
OAKLAND	3110	59
EL CERRITO	3002	625
RICHMOND	3703	553
WALNUT CREEK	5773	519

## General merchandise as a percentage of total retail sales

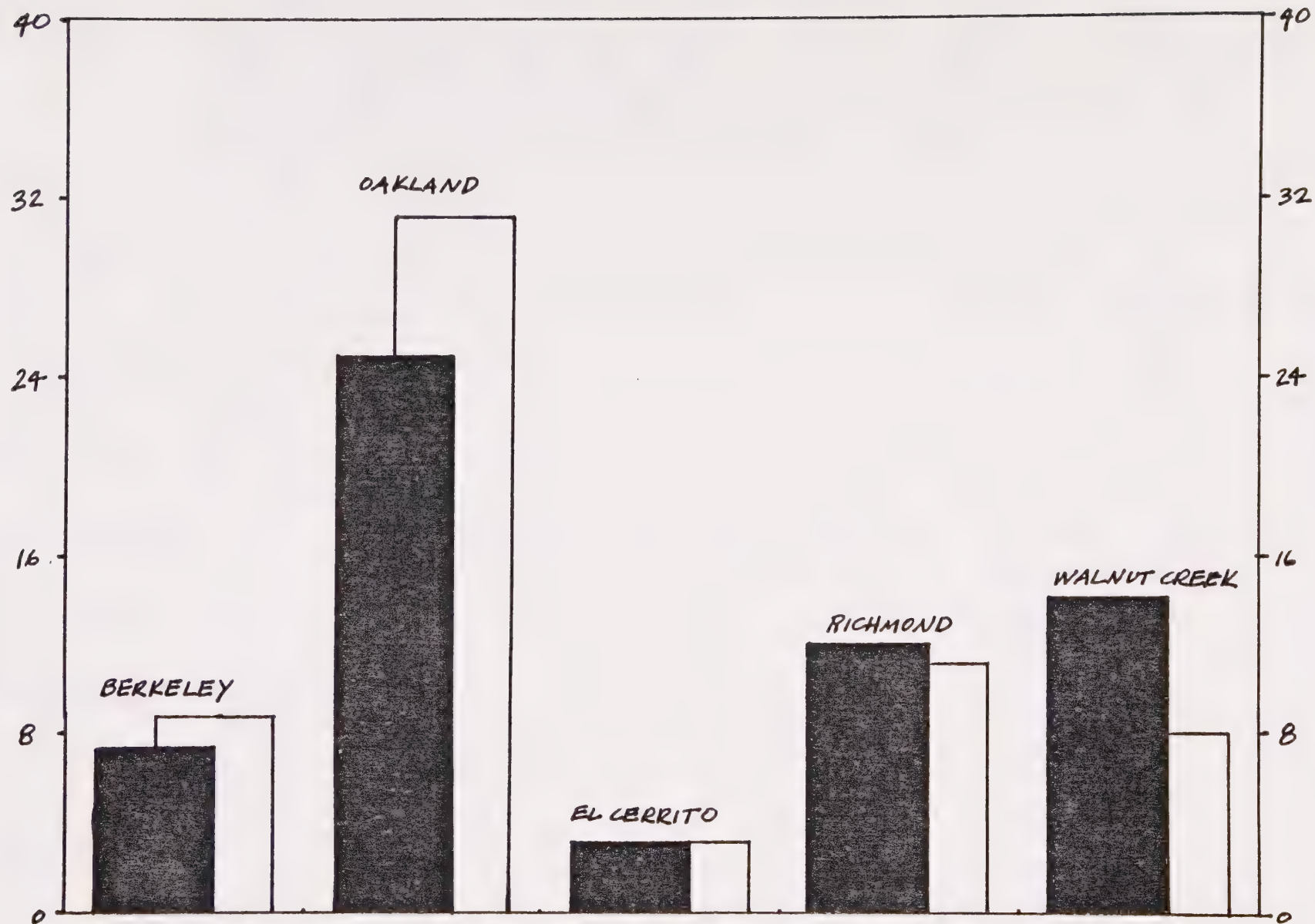


Data for both graphs from the State Board of Equalization's Taxable Sales reports for the first two quarters of 1984.





PERCENT



PERCENT



SALES EXPRESSED AS A PERCENTAGE OF TOTAL COUNTY SALES



POPULATION EXPRESSED AS A PERCENTAGE OF TOTAL COUNTY POPULATION



# APPENDIX B

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## CITIES

WALNUT CREEK	RICHMOND	EL CERRITO	OAKLAND	BERKELEY	SALES CATEGORIES
53,469	59,605	4434	369,080	101,581	MISC. OUTLETS
76,140	40,465	4971	161,721	33,078	AUTO DEALERS/ AUTO SUPPLIES
41,933	16,571	7422	133,226	49,430	OTHER RETAIL OUTLETS
25,825	10,041	6886	104,048	47,219	EATING AND DRINKING EST.
21,773	66,907	6359	74,911	19,500	SERVICES STATIONS
29,750	42,534	14,531	60,113	6301	GENERAL MERCHANDISE
25,201	12,950	5694	49,762	16,348	FOOD
18,396	12,047	5783	44,565	12,530	BUILDING MAT'L'S FARM & IMPL.
19,121	11,286	2852	32,275	12,509	APPAREL
7552	9051	3563	24,912	19,602	HOME FURN. & APPLIANCES
8803	462	5517	23,498	6748	DRUGS
2821	2876	1786	19,502	6349	PACKAGE LIQ.
330,784	284,765	69,798	1,097,613	331,195	TOTALS

## COMPARISON OF TAXABLE SALES (in thousands of dollars)

Information from State Board of Equalization's "Taxable Sales in California" for the first and second quarters, 1964.

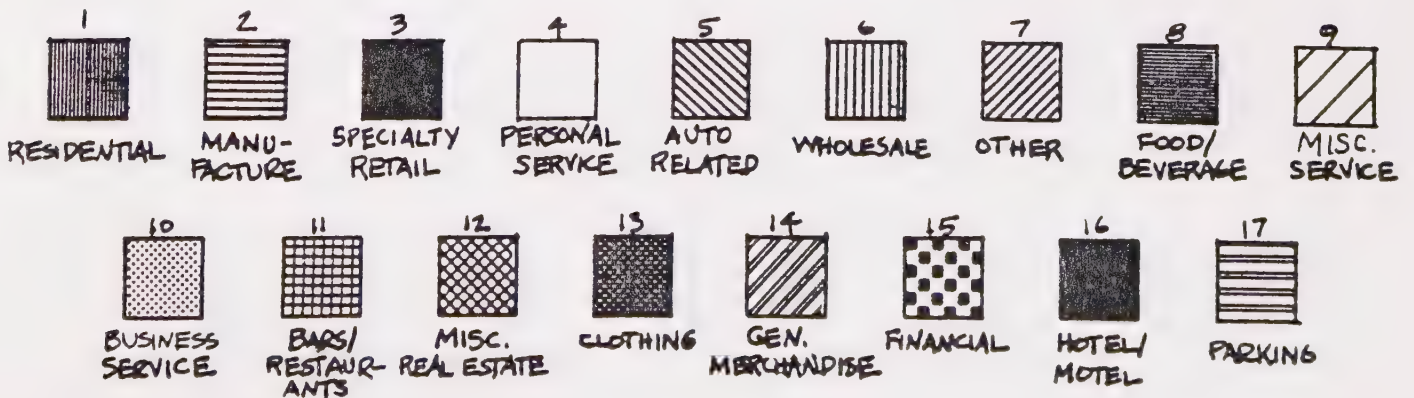
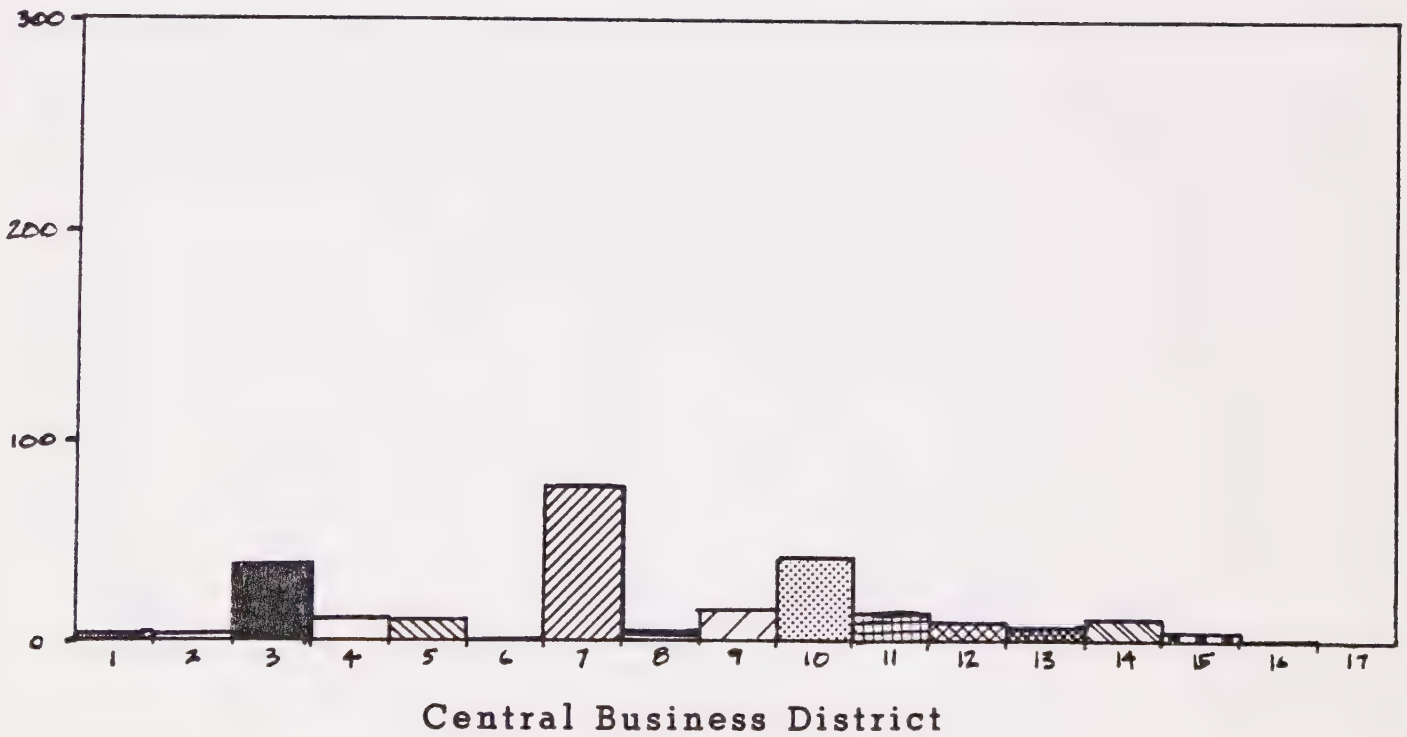
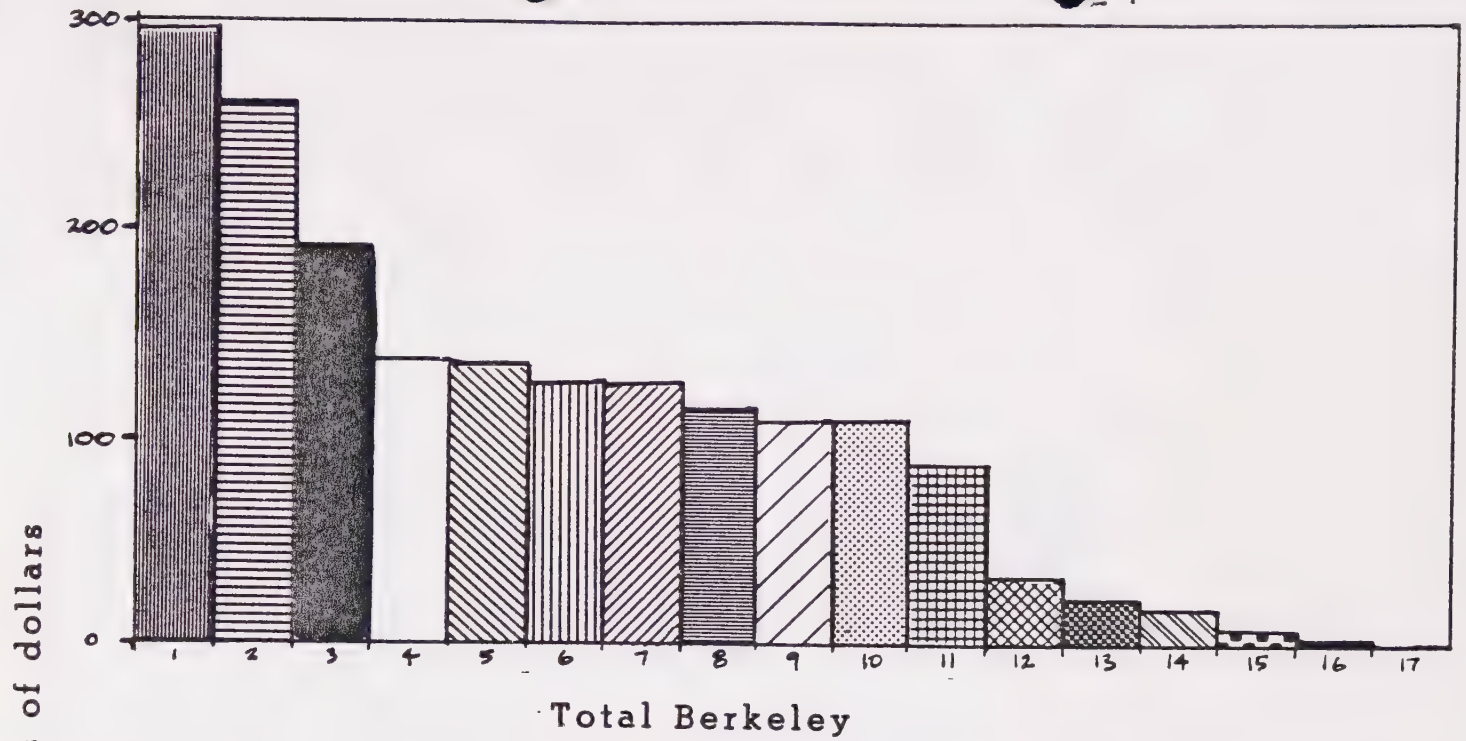




# GROSS RECEIPTS

APPENDIX C

- 7 -



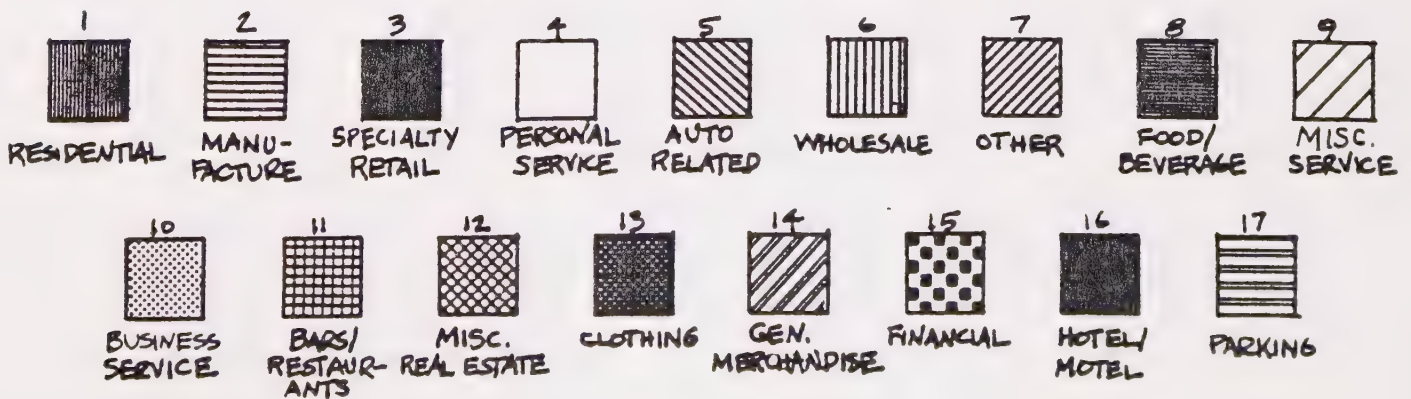
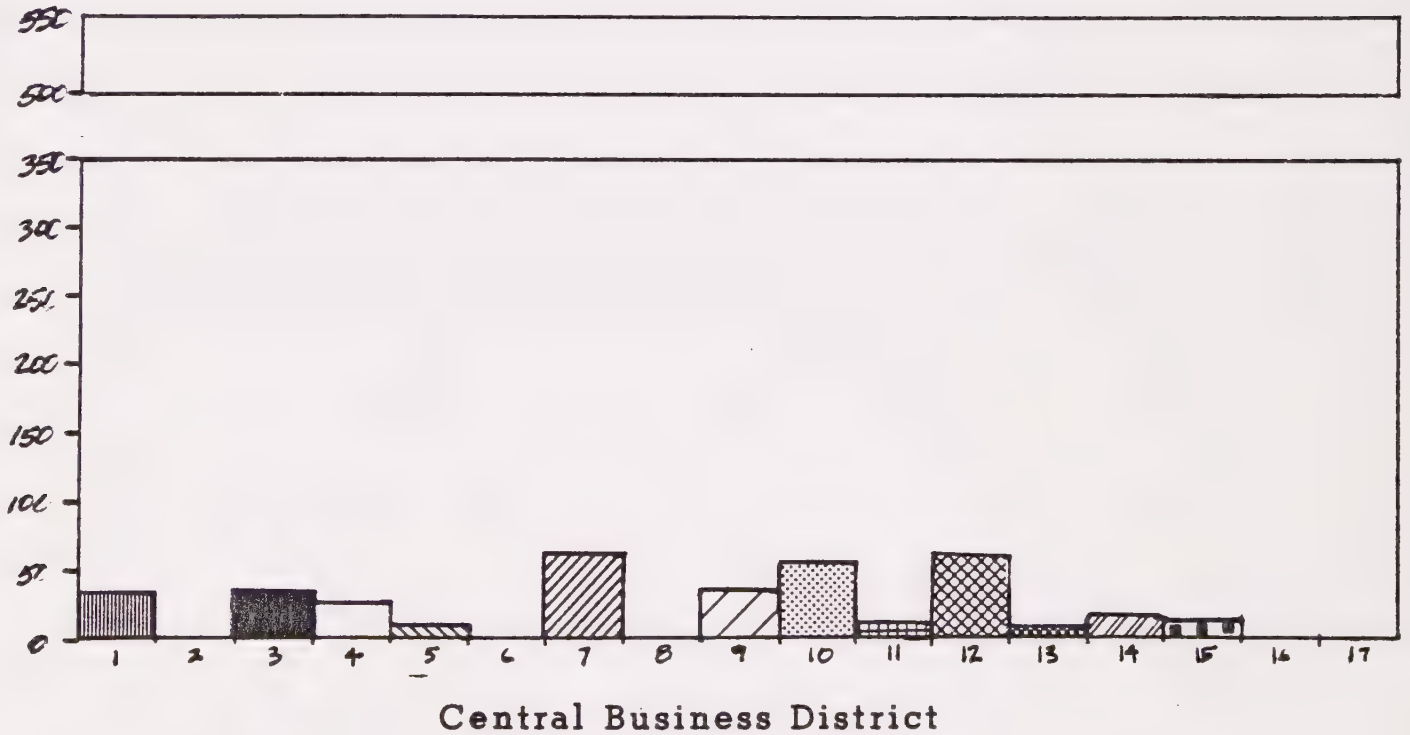
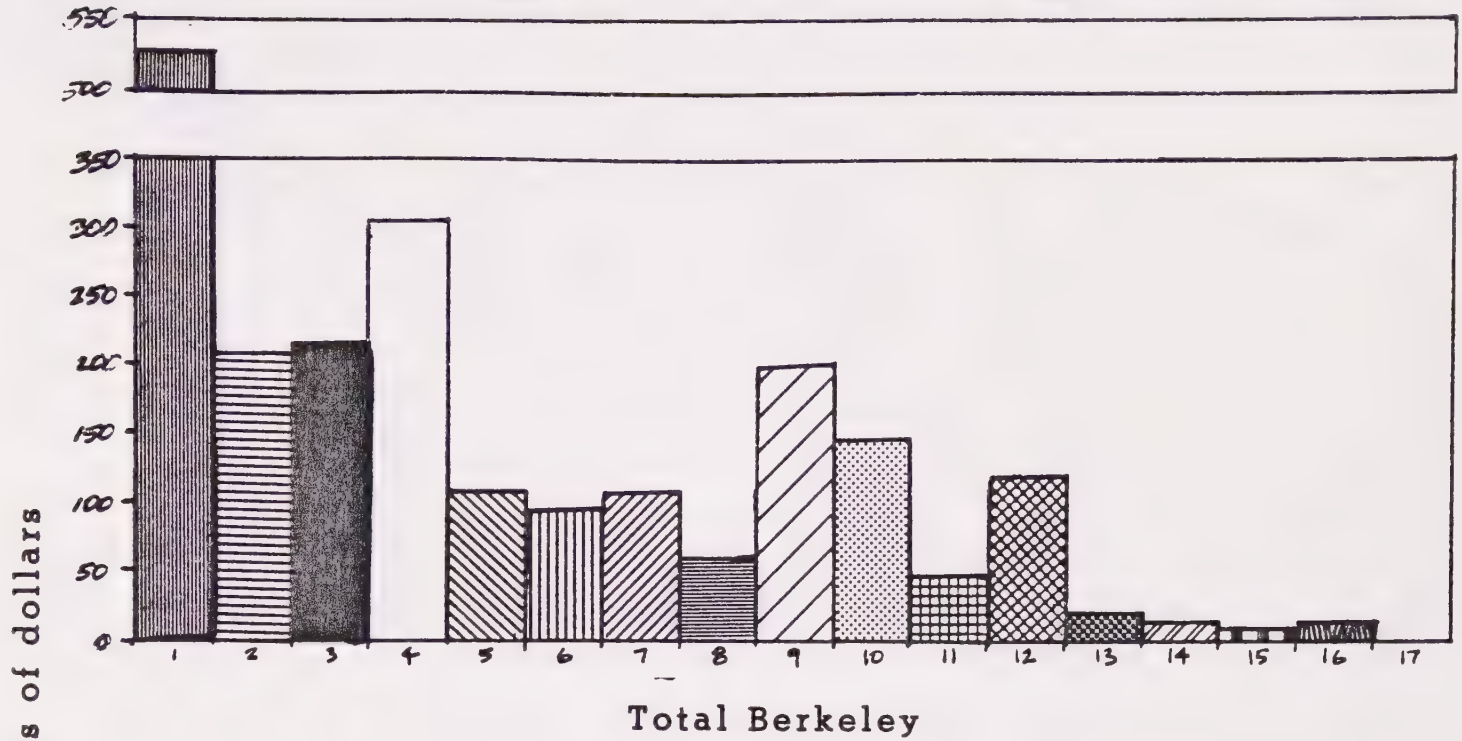




# TAX AND LICENSE REVENUES

APPENDIX C

-28-

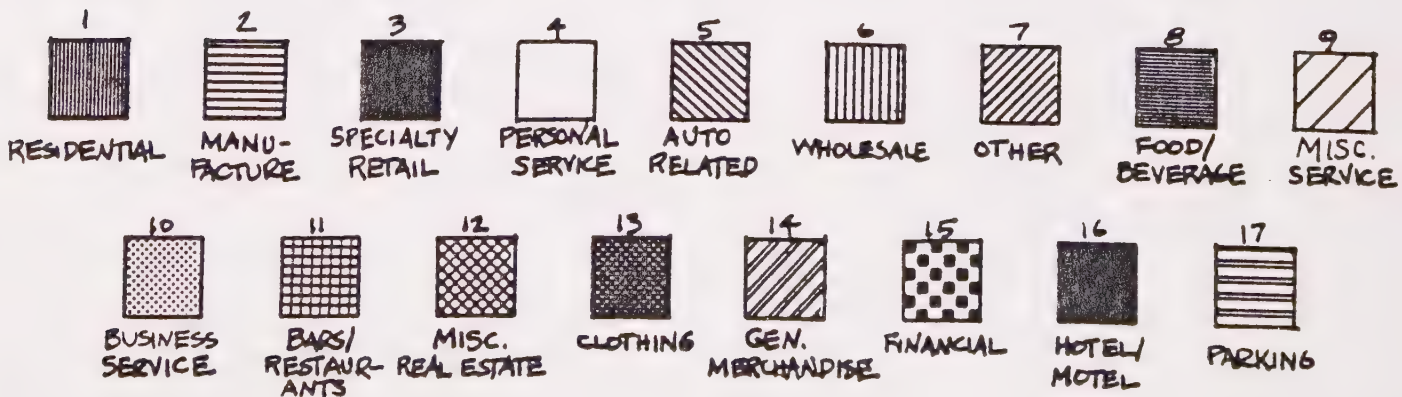
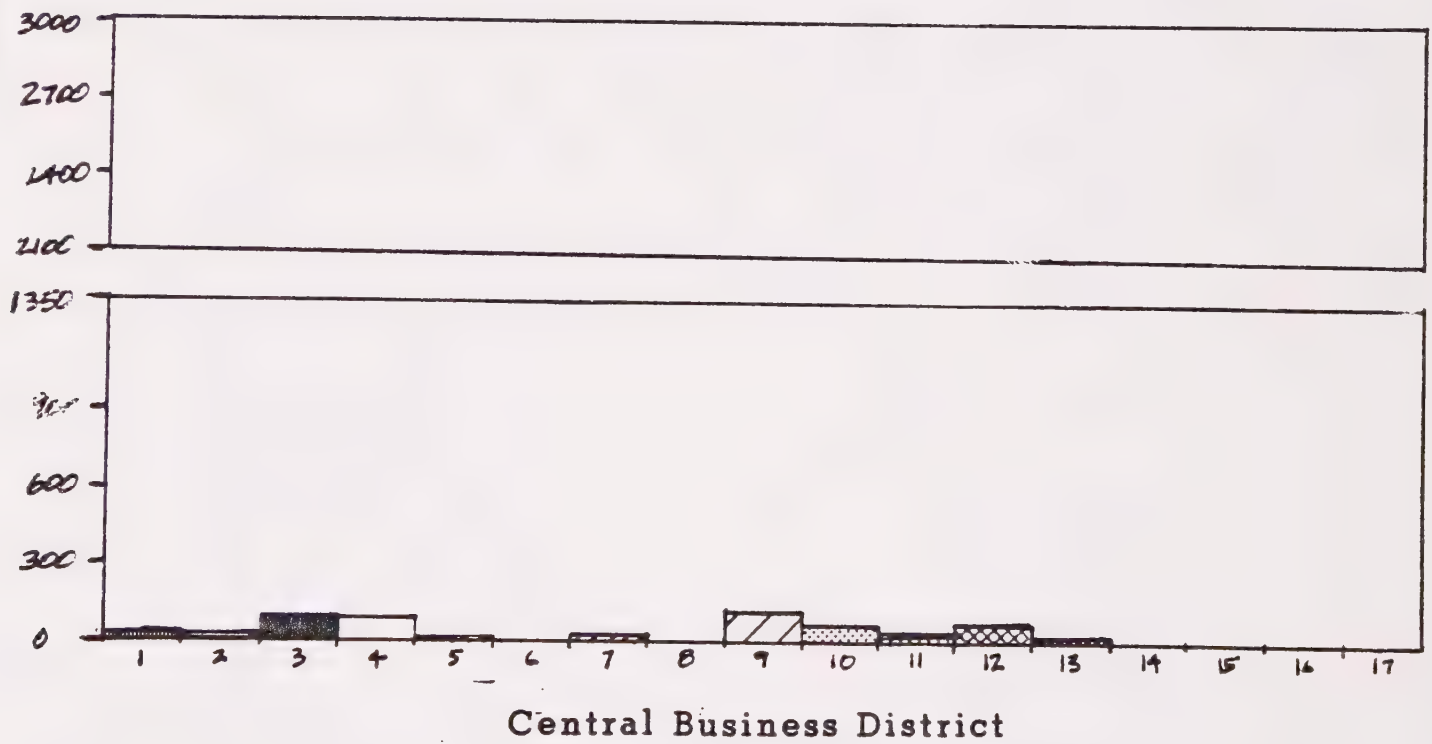
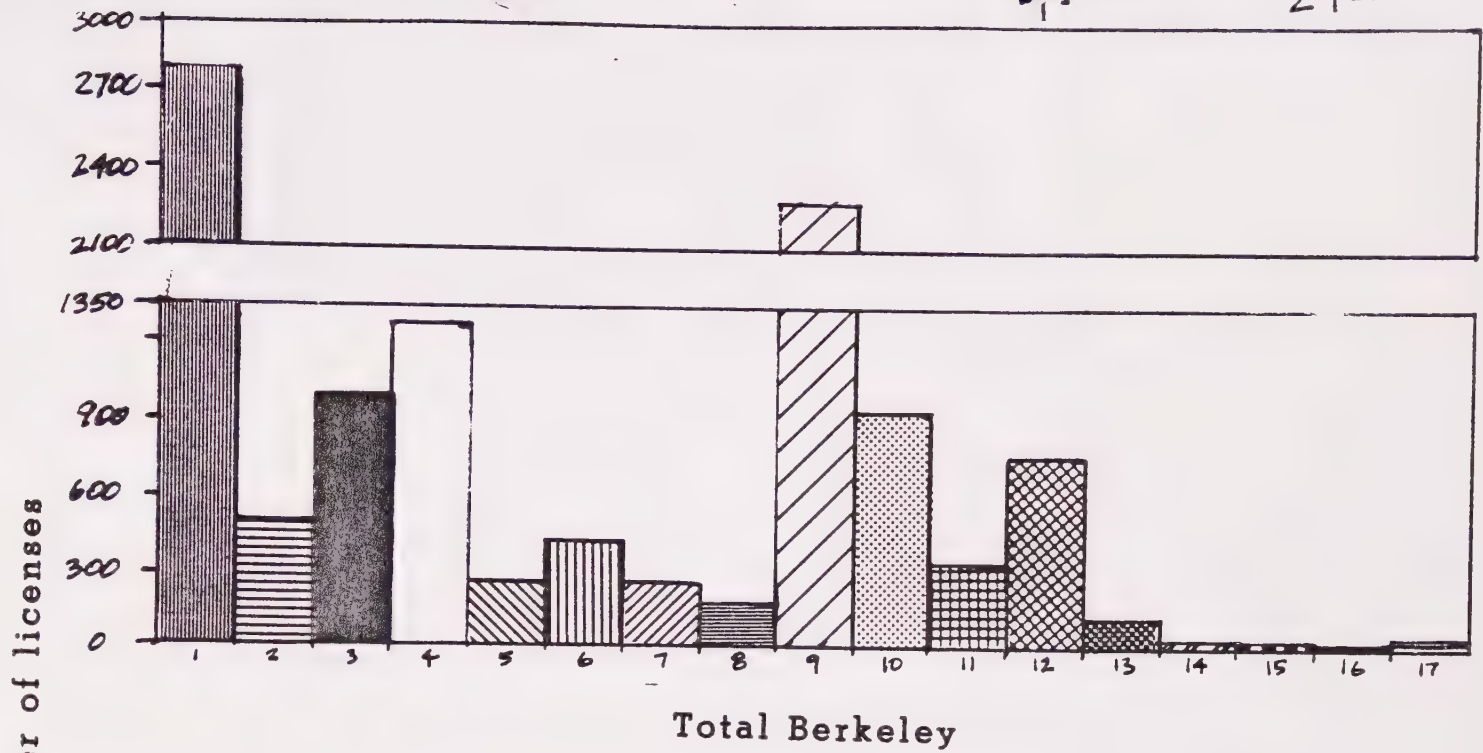




# NUMBER OF BUSINESS LICENSES

APPENDIX C

-29-

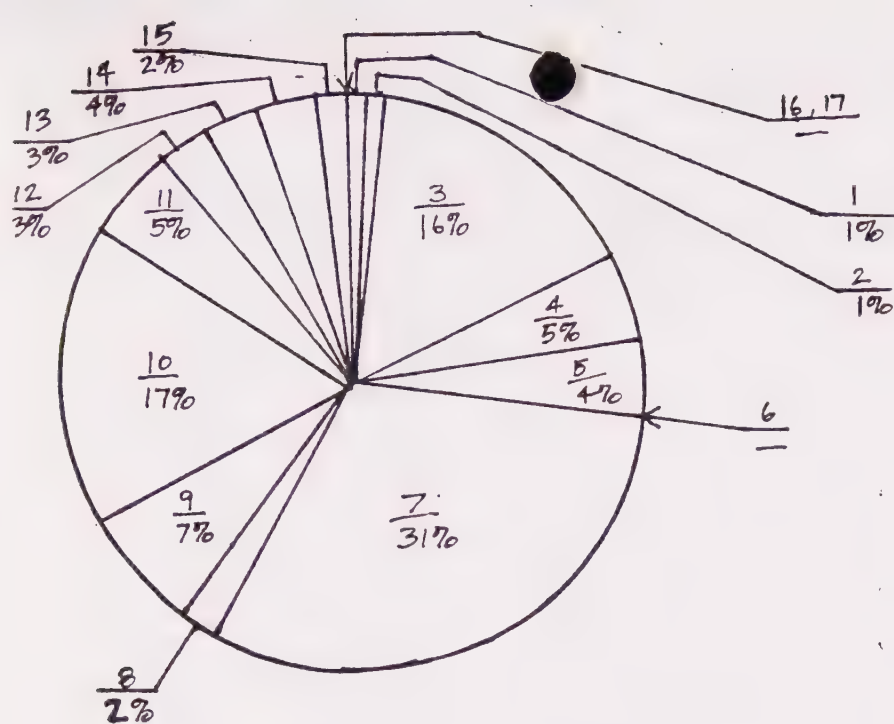




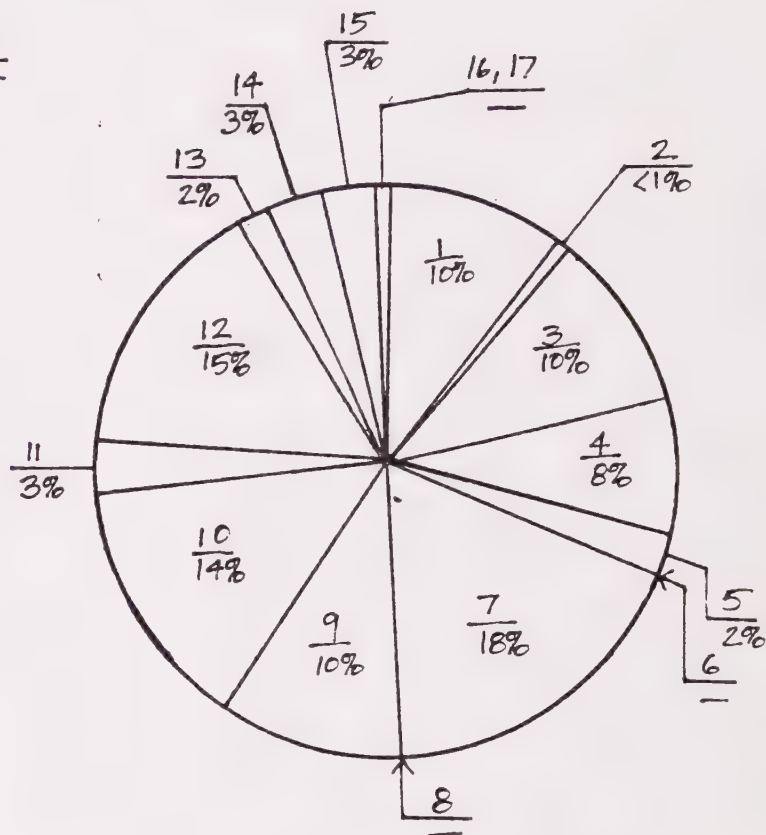


# CENTRAL BUSINESS DISTRICT

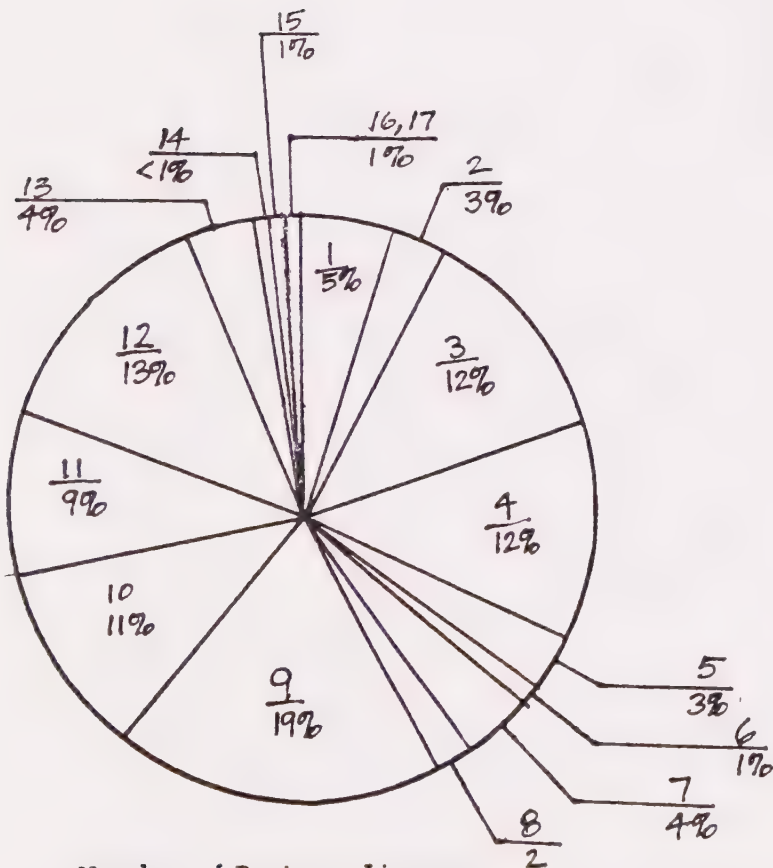
APPENDIX C  
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Gross Receipts



Tax and License Revenues



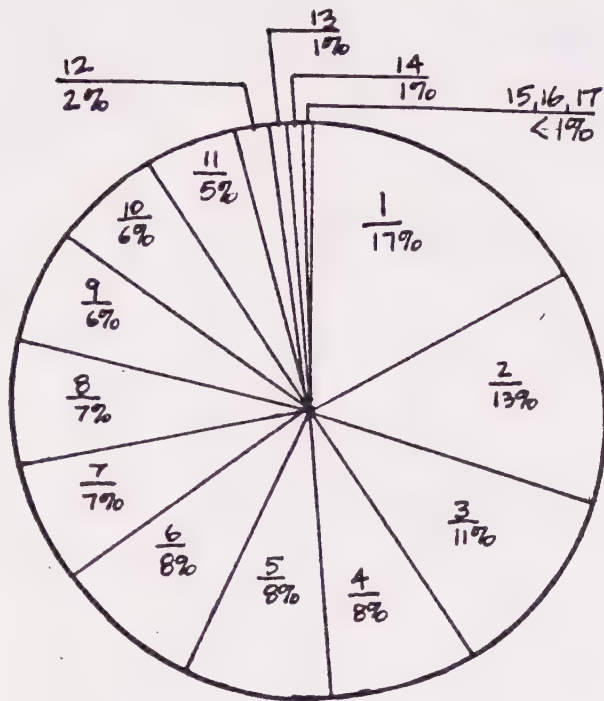
Number of Business Licenses

- 1 Residential
- 2 Manufacture
- 3 Specialty retail
- 4 Personal service
- 5 Auto-related
- 6 Wholesale
- 7 Other
- 8 Food/beverage
- 9 Misc. service
- 10 Business service
- 11 Bars/restaurants
- 12 Misc. real estate
- 13 Clothing
- 14 General merchandise
- 15 Financial
- 16 Hotel/motel
- 17 Parking

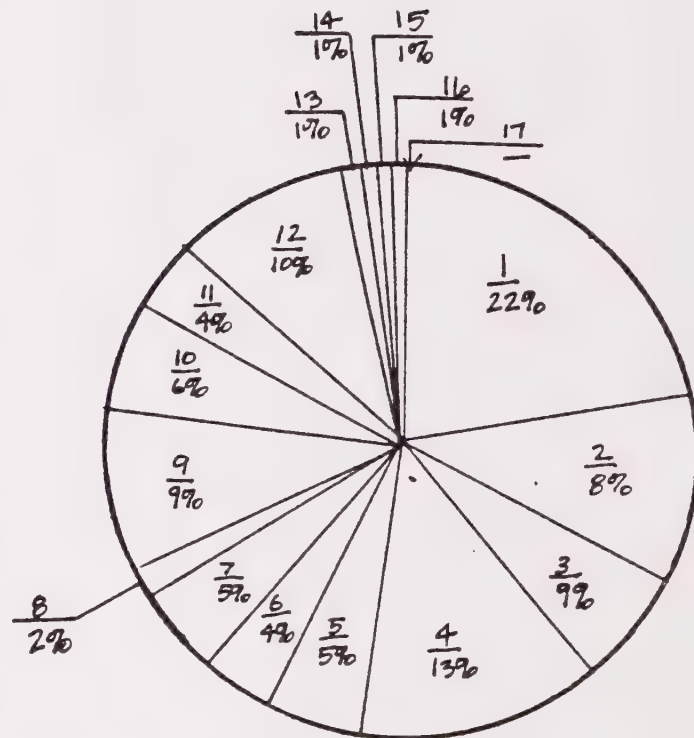




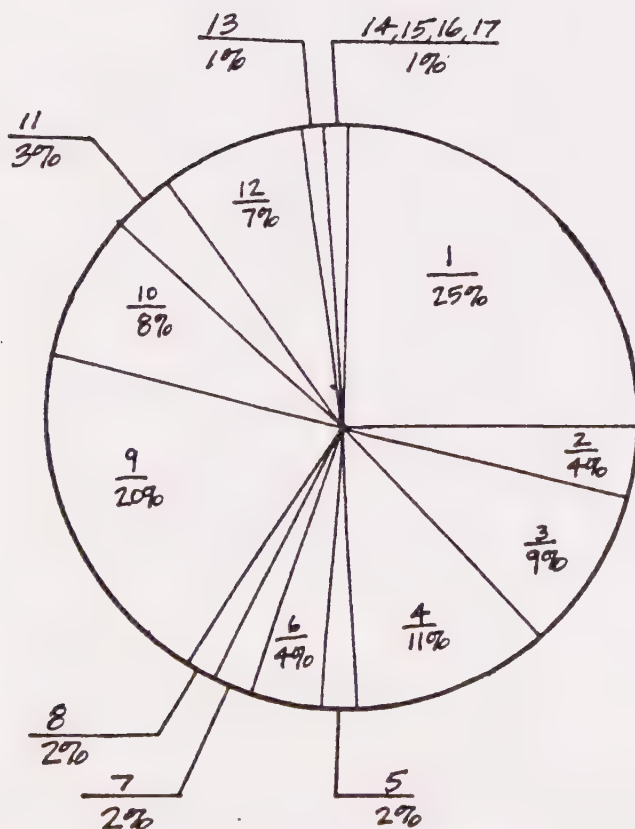
TOTAL BERKELEY
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Gross Receipts



Tax and License Revenues



Number of Business Licenses

- 1 Residential
- 2 Manufacture
- 3 Specialty retail
- 4 Personal service
- 5 Auto-related
- 6 Wholesale
- 7 Other
- 8 Food/beverage
- 9 Misc. service
- 10 Business service
- 11 Bars/restaurants
- 12 Misc. real estate
- 13 Clothing
- 14 General merchandise
- 15 Financial
- 16 Hotel/motel



## GROSS RECEIPTS

(in millions of dollars)

CATEGORIES DISTRICTS										
	Total Berk.	Cent. Busin. Dist.	San Pab/ Univ.	Adel/ Alcat.	Sather Gate	Elmw'd	Solano	North Berk.	Various	Rest of Berk.
Residential	297.42	3.01	1.42	0.17	0.52	0.14	0.39	2.49	—	288.29
Manufacture	220.80	2.22	2.13	0.19	0.63	0.25	0.59	0.32	0.49	213.08
Specialty Retail	188.26	37.58	22.89	4.30	10.56	4.47	0.38	5.10	1.93	102.33
Personal Service	141.93	11.37	0.97	1.93	2.22	1.73	1.49	1.29	6.16	113.41
Auto-related	140.73	10.34	—	2.18	0.90	0.50	0.39	8.88	0.14	117.36
Wholesale	131.33	0.19	0.96	0.16	0.27	0.03	0.16	1.27	44.26	84.03
Other	124.64	73.44	0.07	—	32.69	—	1.49	0.51	1.25	20.18
Food/Beverage	117.07	3.76	2.62	8.36	24.78	3.34	0.50	6.63	—	66.07
Misc. Service	104.66	16.12	1.64	4.21	1.52	1.00	1.50	0.36	33.86	44.46
Business Service	104.64	39.83	3.67	1.80	1.45	0.10	0.58	0.96	5.81	50.33
Bars/Restaurants	81.55	13.09	8.54	3.95	5.61	1.64	0.56	2.55	0.02	45.58
Misc. Real Estate	33.03	8.01	1.42	1.09	1.48	0.58	0.16	0.75	—	19.05
Clothing	23.97	6.62	11.32	0.27	2.60	1.33	—	0.18	0.02	1.63
General Merchandise	19.04	10.11	1.28	—	0.15	0.42	—	—	—	7.07
Financial	7.03	4.61	—	—	0.51	—	0.03	0.01	0.52	1.35
Hotel/motel	2.68	0.07	1.62	—	—	—	—	0.01	—	0.97
Parking	0.67	0.39	0.16	—	0.01	—	—	—	—	0.11





## TAX AND LICENSE REVENUES

(in thousands of dollars)

CATEGORIES	DISTRICTS									
	Total Berk.	Cent. Busin. Dist.	San Pab/ Univ.	Adel/ Alcat.	Sather Gate	Elmw'd	Solano	North Berk	Various	Rest of Berk.
Residential	537.1	33.7	10.7	1.3	4.1	0.7	2.6	19.0	—	466.1
Manufacture	202.7	1.9	2.4	0.2	0.7	0.3	0.5	0.4	0.8	196.3
Specialty Retail	217.6	36.4	19.8	5.3	9.4	4.5	0.5	4.4	37.4	100.9
Personal Service	312.0	27.7	2.2	4.8	4.2	3.8	3.7	3.4	25.3	237.8
Auto-related	109.3	8.6	—	1.8	0.8	0.7	0.5	8.6	0.2	88.1
Wholesale	96.5	0.2	0.7	0.1	0.2	0.1	0.2	0.7	32.0	62.0
Other	111.4	61.9	0.1	—	23.3	—	3.6	0.2	1.6	20.6
Food/Beverage	59.7	1.7	1.4	3.6	15.6	1.7	0.2	3.4	—	31.2
Misc. Service	211.6	36.4	2.6	11.3	3.5	2.5	3.6	0.8	61.4	89.6
Business Service	148.6	48.8	5.0	0.5	2.5	0.1	1.0	1.4	7.7	80.2
Bars/Restaurants	85.1	12.0	8.6	3.7	5.0	1.6	0.5	6.0	4.6	43.2
Misc. Real Estate	242.1	51.5	14.2	7.8	11.0	5.9	1.3	6.2	—	144.2
Clothing	21.9	5.8	9.7	0.3	2.3	1.4	—	0.3	—	2.0
General Merchandise	17.6	9.3	1.1	—	0.1	0.4	—	—	—	6.5
Financial	13.7	12.1	—	—	—	—	—	0.1	1.3	0.3
Hotel/motel	21.1	0.6	12.2	—	—	—	—	0.1	—	8.2
Parking	1.2	0.5	0.2	—	—	—	—	—	—	0.5



# NUMBER OF BUSINESS LICENSES

CATEGORIES	DISTRICTS									
	Total Berk.	Cent. Busin. Dist.	San Pab/ Univ.	Adel/ Alcat.	Sather Gate	Elmw'd	Solano	North Berk.	Various	Rest of Berk.
Residential	2806	31	19	4	12	5	26	22	—	2687
Manufacture	487	20	22	5	8	2	3	5	25	397
Specialty Retail	1003	83	50	39	43	24	7	24	336	398
Personal Service	1295	81	20	33	28	17	32	20	152	913
Auto-related	258	17	—	2	1	1	2	18	5	212
Wholesale	427	4	5	2	2	1	3	3	214	200
Other	251	27	2	1	3	—	3	6	10	199
Food/Beverage	187	12	14	10	15	8	3	15	1	119
Misc. Service	2280	132	19	28	27	15	17	7	1327	706
Business Service	938	74	20	11	20	3	13	10	112	676
Bars/Restaurants	393	59	50	23	21	8	5	20	40	167
Misc. Real Estate	756	85	32	35	24	21	16	42	—	501
Clothing	121	27	32	3	14	9	2	4	2	28
General Merchandise	30	5	6	—	1	3	1	—	—	14
Financial	25	10	—	—	1	—	2	2	1	9
Hotel/motel	18	2	2	—	—	—	—	1	—	13
Parking	35	8	4	—	1	—	—	—	—	22





# THE CBI AS A PERCENTAGE OF TOTAL BERKELEY

TOTAL GROSS RECEIPTS	TOTAL TAX & LICENSE REVENUE	TOTAL BUSINESS LICENSES
14%	14%	6%

CATEGORY	GROSS RECEIPTS	TAX & LICENSE REVENUE	BUSINESS LICENSES
Residential	1%	6%	1%
Manufacturing	1%	—	4%
Specialty Retail	20%	17%	8%
Personal Services	8%	8%	6%
Auto-related	7%	8%	7%
Whole sale	—	—	—
Other	57%	56%	11%
Food / Beverage	3%	3%	6%
Misc. Services	15%	17%	6%
Business Services	38%	33%	8%
Bars / Restaurants	16%	14%	15%
Misc. Real Estate	25%	26%	11%
Clothing	28%	21%	22%
General Merchandise	53%	53%	17%
Financial	66%	88%	40%
Hotel / Motel	3%	3%	11%
Parking	58%	42%	23%



## APPENDIX E: RECOMMENDATIONS TO THE COMMITTEE

The central issues facing this committee are balancing the benefits of impending changes in the downtown with the costs of those changes. In this process, an essential task is the definition of clear goals from all parties with a stake in the development of the downtown. In the formation of the committee, a fair representation of the various interest groups has been achieved, and the process of goal definition and compromise is under way. Hopefully, the information presented in this report will help in this effort. Many of the issues, goals and concerns voiced by the committee are touched on in this report, but two which are especially important deserve special attention. The first is the fate of the many civic, public service, educational, and social service organizations located in the CBD (i.e., those businesses classified as "Other" in the report).

The committee has spotlighted many social/cultural issues for discussion; the main goal seems to be to maintain or enhance the position of the downtown's role as a cultural center in the face of current development trends. Indeed, as a group, the Other businesses in the downtown may be in jeopardy. Their revenue raising potential is relatively limited, and they are probably one class of businesses which would succumb first to increasing property values and rents in the downtown. A central question which must be addressed by the committee will be what to do about this condition. The options are to let the current course of



development in the downtown to actualize or to protect existing social/cultural uses. By allowing the current course of development, some of the social/cultural uses in the downtown may be replaced by more commercial uses, such as office space, retail businesses, banks, etc. This change would mean a broadening of the tax base in the downtown, and an increase in revenues to the city, one of the committee's explicitly stated goals. At the same time, this sort of change would create a downtown which is more geared to 9 to 5, weekday activity, and would eliminate some of the character which makes Berkeley's downtown a focus of social/cultural activity in the city.

A similar set of decisions faces the committee with regard to residential uses in the downtown. Certainly, the few residential uses which remain in the downtown are in jeopardy. Over the last few years, residential hotels have seen a significant decrease in the downtown, and there is no reason to believe that this trend will reverse by itself. At the same time, when residential uses are replaced by more profitable commercial and office uses, the city benefits in terms of tax revenues. It is left to the committee to decide whether the benefits of maintaining residential uses in the downtown outweigh the benefits of letting them go. For example, residents of the CBD are people who will use the downtown at times other than business hours on weekdays, and make more of a 24-hour activity district. They will also provide an incentive to residential support services, such as grocery stores and laundries, which add to the variety of goods and services offered in the downtown. Adjudicating between these conflicting goals is a central task facing the committee.

What sorts of procedures will make this process easier? One step would be to prioritize the many goals which the various



members of the committee have identified. It should be clearly thought out and stated by each committee member. Which things are absolutely essential? Which are highly important? Which optional? Which are trivial? Without the answers to these questions, no position taken by any committee member can be coherent and useful in the planning process.

Secondly, whenever possible, it is advisable to define targets for each stated goal. For example, how many housing units should stay in the downtown? What specific types of social and culturally enhancing uses, if any, should be protected? Before any compromise can be found in the inevitably conflicting goals stated by committee members, concrete targets must be defined for each goal.

In addition to facilitating a more clear definition of problems facing the committee, the suggestions presented above can help by outlining definitively the information needed by the committee in discussing the issues. Without accurate information about what kinds of uses exist now, what trends are setting the current course of development, and what sort of downtown is emerging from these trends, no informed decisions can be made. But without first specifying what sorts of information are needed, research by the committee or by the planning staff cannot proceed efficiently. There are many sources of information available to the committee, but without first defining what data is needed in order to facilitate discussion, these informational resources may never be recognized.

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